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Togo's Announces New Store Opening in Watsonville, CA.

Togo's Franchisee and Community 'Man of the Year' Greg Wimp
Is Bringing the Brand's New Look and Feel to Downtown Watsonville

SAN JOSE, California – Togo's, known for its big, fresh and meaty sandwiches, is proud to announce that its newest restaurant in Watsonville opened for business the September 12th! The new restaurant features Togo's 3.0 Concept of the future with their new speed line operating system and interior brand design. It is located in The Terrace at 445 Main Street and is poised to help invigorate the Downtown Watsonville area. The sandwich shop is run by Greg Wimp, the owner of three Togo's locations in the Santa Cruz County area.

While Togo's has been making truly delicious made-to-serve sandwiches with the highest quality fresh ingredients since 1971, the brand has recently begun the system-wide implementation of a revitalization appeal to the next generation of Togo's enthusiasts. Instead of settling for the past, Togo's has decided to build a store of the future—aptly named Togo's 3.0— to reimagine the company with an emphasis on customer satisfaction, innovation and a modern flair.

Togo's new operating system speeds up service through kiosk ordering, updated counter service and a faster sandwich-making station. The light and bright interior design includes an open kitchen that allows guests to watch their sandwiches and salads being made with fresh, quality ingredients. The new location will also be serving up Togo's new signature line of hot and melty pretzel and chicken sandwiches.

“For nearly 50 years, Togo's has wowed fans with our bold flavors and generous portions to stay True to the Sandwich. We're excited to make the Togo's experience even more enjoyable with a streamlined operating system that provides the speed of service that has become even more important to our guests,” said Glenn Lunde, Chief Executive Officer of Togo's Holdings, LLC. “From ordering ahead with our new App, or in store at the self-serve kiosks, our guests can always count on a convenient and delicious experience.”

Opening on the heels of Togo's recent brand refresh, the newest Togo's in Watsonville also features the brand's new logo, employee uniforms and vibrant new packaging. Franchise Owner, Greg Wimp is thrilled to open his fourth Togo's. “The store has a completely new look; it's fresh, modern and clean. Togo's 3.0. is more in line with what the younger generation is looking for, but people of all ages are going to be very excited about the new Togo's experience.”

With a background in high tech, Greg Wimp didn't foresee himself operating a sandwich franchise or that he would soon be recognized as the man who “put [Togo's](#) back on the map” in his Santa Cruz community. After leaving the tech world in 2017, Wimp found himself eager to combine a love of business with a desire to help his community. It didn't take long for Greg to opt for his beloved sandwich shop.

“[Togo’s](#) is a very well-known brand in this area,” said Wimp. “I came upon a store for sale and decided to talk to some friends about the once in a lifetime opportunity. Togo’s seemed to be the perfect option for getting involved with my community while also succeeding financially.”

Wimp is confident that the new and improved Togo’s will prove to make a splash in his new Watsonville location and will be on the forefront of the revitalization of the downtown area. He would know, since becoming a franchisee he’s been getting more and more involved with the community.

“We support the Watsonville Police Activities League through fundraisers and sandwich donations to help at risk youths become a positive influence in the community. ” Wimp said. “We are also very involved with Boys & Girls Clubs across Santa Cruz County. I love supporting organizations that helps our kids thrive and leads to a lot of great connections.”

With his tremendous involvement in the community, Wimp has come to be known for his unique outfit choices during local races. “I started dressing up in a Togo’s cup for one of the local wharf to wharf races and people have definitely started recognizing me for that,” Wimp said. “I love the comradery that comes with meeting new people.” The work certainly hasn’t gone unnoticed as Greg was recently named as his community’s “Man of the Year.”

As the Togo’s 3.0 evolution continues, Wimp is delighted to be involved during such an exciting growth period. “There is a lot of positive energy surrounding the brand right now and things are moving in a great direction. With this current team and strategy in place, I couldn’t be more optimistic about the future.”

The new Watsonville restaurant will celebrate their opening with a ribbon cutting ceremony on October 22nd with the Chamber of Commerce and local city officials in attendance. The restaurant is located in The Terrace at 445 Main Street in the heart of Downtown Watsonville and will be open daily 10am to 8pm.

About Togo’s Eateries, LLC

Togo's Sandwiches was founded in 1971 in San Jose, Calif. by a young college student with a large appetite and little money, looking to make sandwiches the way he liked them — big, fresh and meaty. Today that spirit of the founder and the original sandwich shop continues. Like the first days of the brand, Togo's products are still made with only the highest quality ingredients, including fresh artisan breads, hand sliced premium pastrami, turkey and roast beef, as well as Hass avocados hand-mashed in each restaurant daily. Togo's is a franchise-based business that offers entrepreneurs a terrific opportunity to own their own business. With over 200 locations open and under development throughout the West, the brand is a restaurant staying ahead of the pack. For more information on owning a Togo’s restaurant, please visit www.togos.com.



Greg Wimp, Togo’s Franchisee